

Maine WIC Nutrition Program

Goals FFY 2016

NUTRITION SERVICES	Goal FFY16	Status
	Implement and evaluate online nutrition education modules for low-risk participants	Available statewide 66 households have signed up Approximately 300 modules have been completed
	Revise WIC authorized food list, including addition of yogurt, whole wheat pasta and cash-value benefit for infants	New food list effective June 6, 2016
	Provision of training opportunities to local WIC agency staff as identified	Annual training conference held 10/30/15 Regional trainings provided June 2 & 3, 2016 re: adverse childhood experiences, cultural competence, and customer service to expand on annual conference topics requested by staff Provide nutrition services trainings as requested by local agency staff
BREASTFEEDING PROMOTION AND PEER COUNSELING	Goal FFY16	Status
	Increase exclusive breastfeeding rate to 21% and partial breastfeeding rate to 5%; maintain some breastfeeding rate at 7%	Exclusive breastfeeding 16.5% Partial breastfeeding 4.1% Some breastfeeding 8.4%
	Monitor for appropriate tailored formula issuance by local agency staff in regular file audits	Continue to monitor for appropriate tailored formula issuance by local agency staff in regular file audits. Four agencies

Maine WIC Nutrition Program

Goals FFY 2016

		were reviewed in FFY 16.
	Reinforce baby behavior messaging through a variety of methods to encourage use of the messages by all staff.	Local staff utilized Baby Behavior messaging in a variety of different appointments with participants, including prenatal appointments and new baby appointments. For example, Maine Family Planning staff were observed using the material to show a new mom that baby was showing classic hunger signs as seen on Baby Behavior material.
	Increase staff knowledge of process to obtain MaineCare breastpumps and assist participants with troubleshooting as needed.	Provision of in-service training with major DME provider for staff familiarization of breastpump options and process for obtaining through MaineCare.
MIS IMPLEMENTATION	Goal FFY16	Status
	Maintain SPIRIT help desk support for local agencies.	Help Desk support coverage provided for LA staff SPIRIT technical assistance during clinic operating hours.
	Implement scheduled SPIRIT upgrade(s) with minimal disruption to nutrition services.	Two upgrades planned for SPIRIT MIS in FFY2016. First upgrade occurred on June 6, 2016.
	Train staff for each SPIRIT upgrade and develop self-guided SPIRIT training for new staff.	Webinar trainings provided to all LA staff in the two weeks prior to the June 6, 2016 upgrade

Maine WIC Nutrition Program

Goals FFY 2016

	Assist with the implementation of the SPIRIT MIS system at the two Tribal Organizations in Maine.	SPIRIT training provided to Indian Township and Pleasant Point staff October 5-9, 2015. On-site staff support available October 12-16, 2015.
	Continue participation in SPIRIT User Group task force/groups: Executive Steering Committee, Change Control Workgroup, Technology Advisory Group, Tester call and EBT Task Force.	Participation on SPIRIT User Group continues: Lisa Hodgkins on ESC Heidi Morin on CCWG, TAG, Tester team and EBT Task Force Karen Gallagher on Tester call and alternate for CCWG and ESC.
eWIC IMPLEMENTATION	Goal FFY16	Status
	Complete user acceptance testing in SPIRIT and incorporate findings into implementation planning.	Staff continue to test EBT functionality in new releases of SPIRIT.
	Develop local agency staff and participant training for eWIC.	eWIC delay: staff identifying important training topics in 2016.
	Complete pilot and incorporate lessons learned into statewide rollout plans.	eWIC delayed.
	Initiate statewide roll-out.	eWIC delayed.
	Review eWIC system options for data tracking and reporting, including but not limited to redemption information for both vendors and participants, managing the MAR (maximum allowable reimbursement) for individual WIC approved items, tracking purchases of items for	eWIC delayed .

Maine WIC Nutrition Program

Goals FFY 2016

	which rebates are available, and determining which foods may be underutilized by participants.	
VENDOR MANAGEMENT	Goal FFY16	Status
	Improve vendor compliance activities to address vendor training needs, sanctions and fraud.	Utilize ad hoc reports with Cognos and SPIRIT to improve program efficiency and provide metrics for monitoring vendor compliance.
	Evaluate Maximum Allowable Reimbursement (MAR) calculations for cost containment and peer group evaluation.	Continued to apply new MAR methodology throughout FFY 2016. Consult with USDA FNS regarding the evaluation of geography exemption for peer groups in FFY18 to allow collection of a minimum of 24 months' worth of data before reevaluation.
	Develop tools and utilize reports through eWIC for program integrity data analysis.	Project is on hold.
	Implement the GIS tracking tool and assess adequacy of authorized vendor distribution.	GIS tool is being used to assess participant access for reviews of vendors when Disqualified are considered or when considering new vendor applications.
	Develop electronic forms to simplify vendor submissions.	Online price survey form being developed to allow vendors with internet access to submit data online.
	Assist vendors with transition to new contract formula.	Provided vendors with WIC formula redemption history by current formula type and cross

Maine WIC Nutrition Program

Goals FFY 2016

		walk with new contract brand formula type to assist in ordering.
FINANCIAL MANAGEMENT	Goal FFY16	Status
	Continue to develop and maintain a cost efficient and effective operational budget that is proactive in responding to changes in funding, contains food costs and covers all essential minimum costs	Allocation of funds for the WIC Program's state agency operational expenditures and funds provided to local agencies are under review to provide a cost effective budget.
	Continue to focus on cost containment.	Participation in multi-state (NEATO) infant formula rebate contract with new contract implementation FFY2017. Infant food rebate contract extension completed.
	Ensure program integrity through local agency performance-based contracting.	Current expectation of both FFY2016 contracts and local agency RFP.
	Ensure that WIC services are not interrupted by changes in business continuity.	Prepare for potential federal government closures by sufficient funding for food expenditures with Solutran utilizing daily redemption rate for forecasting amounts.
	Provide updated time study guidance and implement procedures in order to accurately track time spent on activities with their associated costs.	Time study updates have been provided and process procedures are being reviewed and monitored.

Maine WIC Nutrition Program

Goals FFY 2016

	Provide and update participation and food costs models.	Food cost and participation models are continually reviewed to assess accuracy.
PROGRAM MANAGEMENT	Goal FFY16	Status
	Enhanced state and local agency management ad hoc reporting tool for program planning.	Ad hoc COGNOS and SPIRIT Utilities reporting tools updated as needed to meet program administration and health/breastfeeding data collection needs.
	Revise the Management Review Process (MER).	Alignment of metrics revised and updated scoring calculations.
	Finalize Maine CDC WIC Program rules.	Draft rules complete and in the review process at DHHS and with AAG.
	Decrease participant fraud and abuse by identifying, monitoring and mitigating the misuse of WIC funds and equipment.	Routine monitoring of Facebook, Craig's List and Uncle Henry's for formula and WIC food sales. Utilizing DHHS Fraud Investigation and Recovery Unit for breastpump recovery and repayment of claims. WIC participant folder effective 6/6/16 includes signature page for WIC participant to acknowledge agreement to program rights and responsibilities, including trafficking, misuse or forgery of food benefits.
	Develop process to identify dual participants between Maine CDC	Automated process for identifying potential dual participation with

Maine WIC Nutrition Program

Goals FFY 2016

	WIC and New Hampshire and Maine Tribal Organizations WIC programs.	the Tribal Organizations is complete. MOU between Maine DHHS and New Hampshire DHHS WIC Program is complete.
	Revise Maine CDC WIC website.	Complete.
OUTREACH AND AFFIRMATIVE ACTION PLAN	Goal FFY16	Status
	Begin planning for participant videos in languages commonly spoken by non-English speaking participants.	Project did not occur due to cost and expiring OA funds. Will reconsider with eWIC project implementation.
	Strengthen collaborations with other USDA food programs including CACFP, SNAP, Summer Feeding Program, SNAP-ED.	Meetings have been held with other USDA programs. MOU'S created with Maine Families Home Visiting Program and Head Start.
	Develop public and participant outreach to promote eWIC project.	Communication plans have been developed for eWIC. Project is delayed.
	Develop outreach plan with local agencies to promote participant retention (increase participation, increase new enrollment, decrease voluntary terminations).	Utilize participant retention survey data results to inform local agency staff about WIC experience. Statewide outreach plan included health care providers and DHHS eligibility staff. New outreach posters developed and distributed to local agency staff.